

Project Zoom

Hackathon 2022 – Team JARDS

7/19/2022

Agenda

- Introductions
- Project Summary
- Technical
- Demonstration
- Business
- Questions



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Introductions

Rebecca Ho

- IT Intern @ SGS
- Alpharetta, GA
- Rising 2nd year Computer Science major @ Georgia Tech



Jaini Bhavsar

- IT Intern @ TEC
- Harrison, NJ
- Rising 2nd year Data Science Majo at NJIT



Deep Patel

- IT intern @ SGS
- Jersey City, NJ
- Rising Senior at New Jersey City University
- Major in Computer Science

Sherwin Dewan

- IT intern @ TEC
- Kearny, NJ
- Rising 2nd year at NJIT
- Majoring in Human-Computer Interaction, Minor in Data Analytics



Andrea Gualpa

- IT Intern @ ENT
- Newark, NJ
- Rising Senior at Kean University
- Major in Computer Science



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Our Project

Project Summary



- **Overview**
  - What is the problem?
    - Customers cannot see exactly where their packages are, delivery times are sometimes inaccurate
    - Regular UPS customers are being charged the same even if they regularly ship packages
  - What is the solution?
    - Improve customer experience by allowing them to see exactly where their package is
    - Offer membership tiers
    - Give price estimates for shipping a package
  - What is the impact?
    - Allows customers to contact the driver about delivery location/other issues
    - Gives customers ease of mind with the location of their package
    - Rewards customers for using UPS consistently
    - Increases UPS revenue





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Solution

Technical

Full Shipping Tracking Map

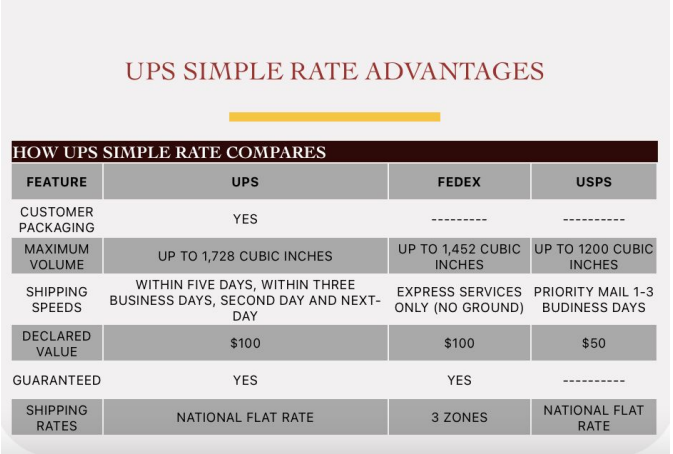
- Adding an interactive map to the web version
- Number of stops left for the customer's package
- Option to contact driver

Map Backend

- Connect driver's truck to send updates to the map in real-time
- Driver has ability to mark packages as non-active which will delete the record

Quotes/Estimate Page

- Categories of packages + discounts for regular customers
- Deals for small businesses
- Convenient Shipping Speeds
- UPS Simple Rate Advantages



UPS SIMPLE RATE ADVANTAGES

HOW UPS SIMPLE RATE COMPARES

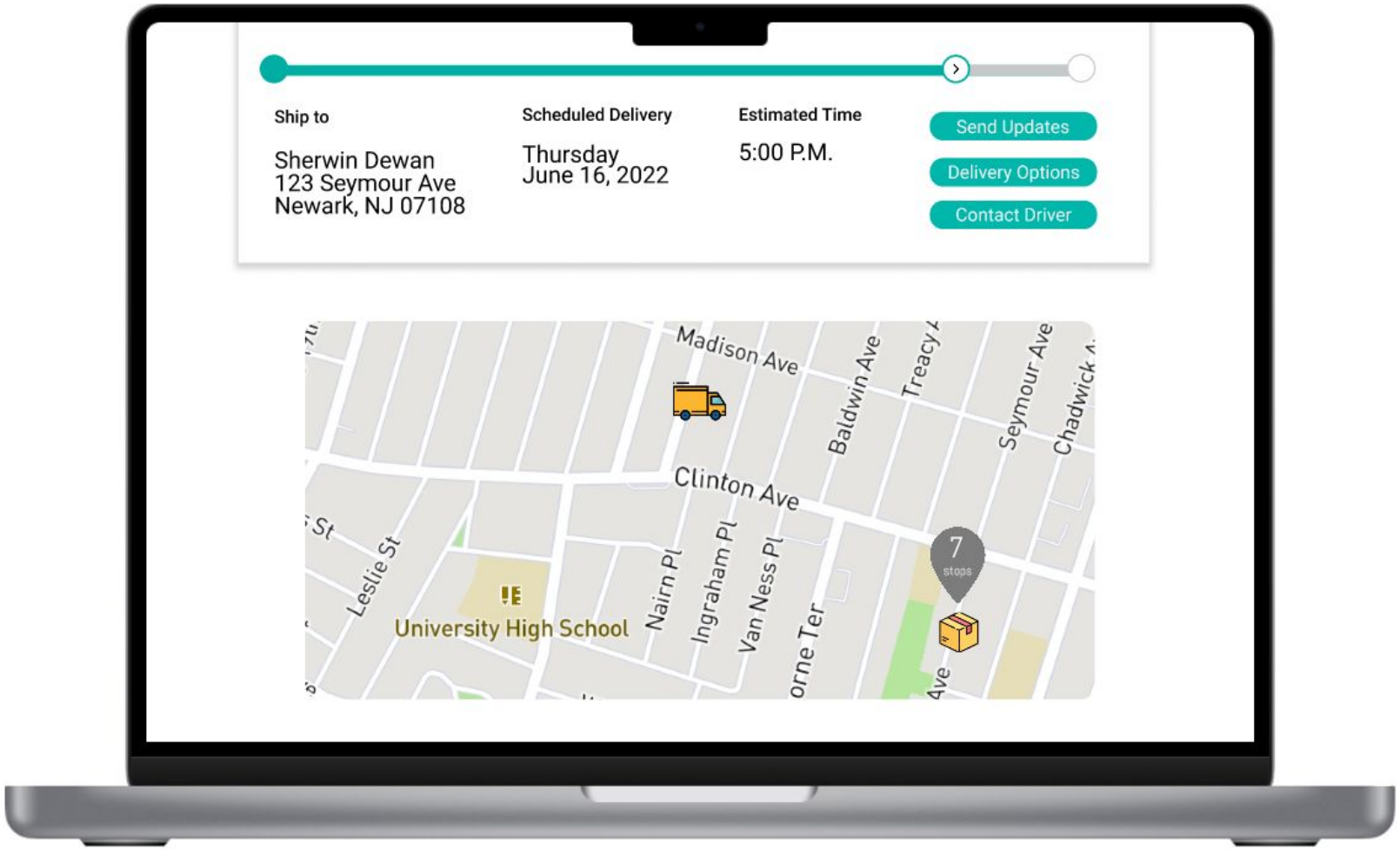
FEATURE	UPS	FEDEX	USPS
CUSTOMER PACKAGING	YES	---------	----------
MAXIMUM VOLUME	UP TO 1,728 CUBIC INCHES	UP TO 1,452 CUBIC INCHES	UP TO 1200 CUBIC INCHES
SHIPPING SPEEDS	WITHIN FIVE DAYS, WITHIN THREE BUSINESS DAYS, SECOND DAY AND NEXT-DAY	EXPRESS SERVICES ONLY (NO GROUND)	PRIORITY MAIL 1-3 BUDINESS DAYS
DECLARED VALUE	$100	$100	$50
GUARANTEED	YES	YES	----------
SHIPPING RATES	NATIONAL FLAT RATE	3 ZONES	NATIONAL FLAT RATE

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Demo/Prototype

Full Shipping Tracking Map & website – Figma

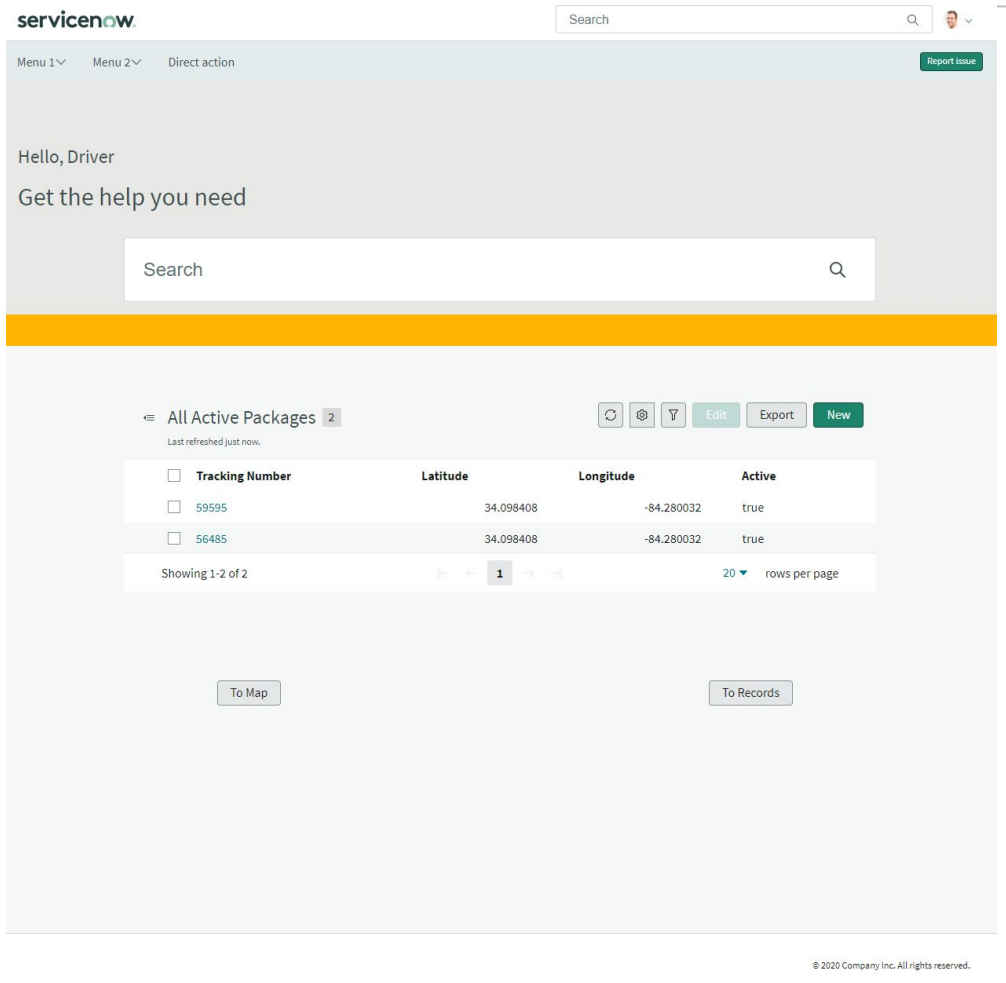
Click here to access the prototype

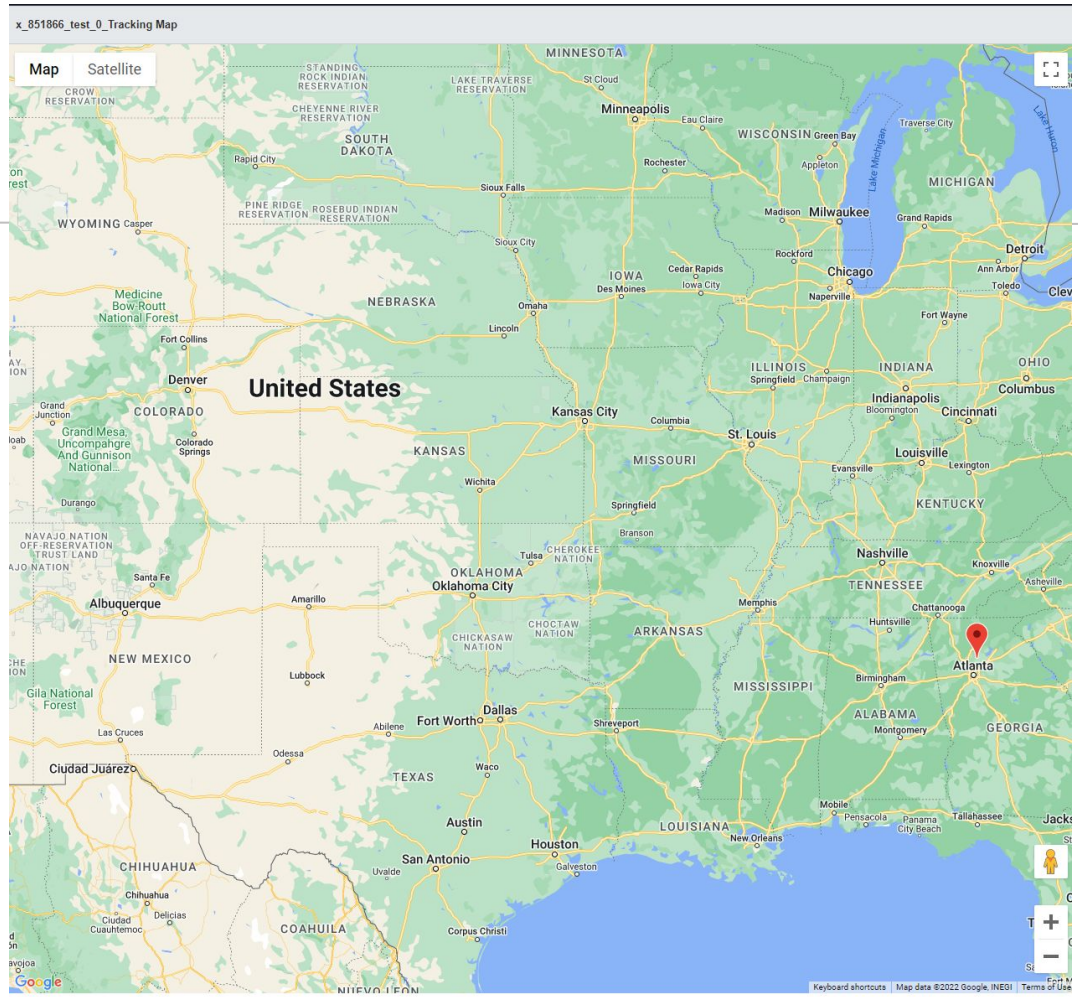


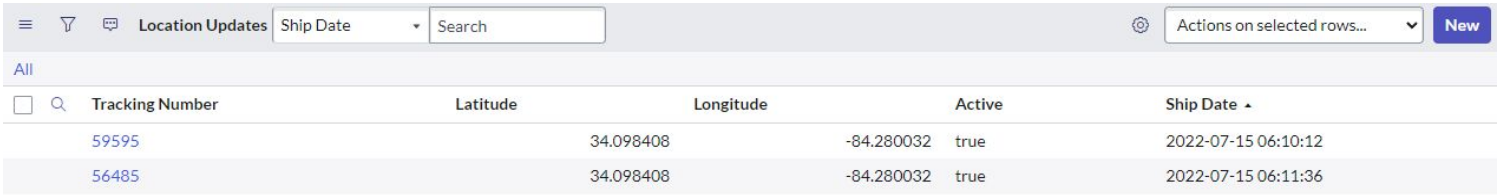
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Demo/Prototype

Full Shipping Tracking Map – ServiceNow



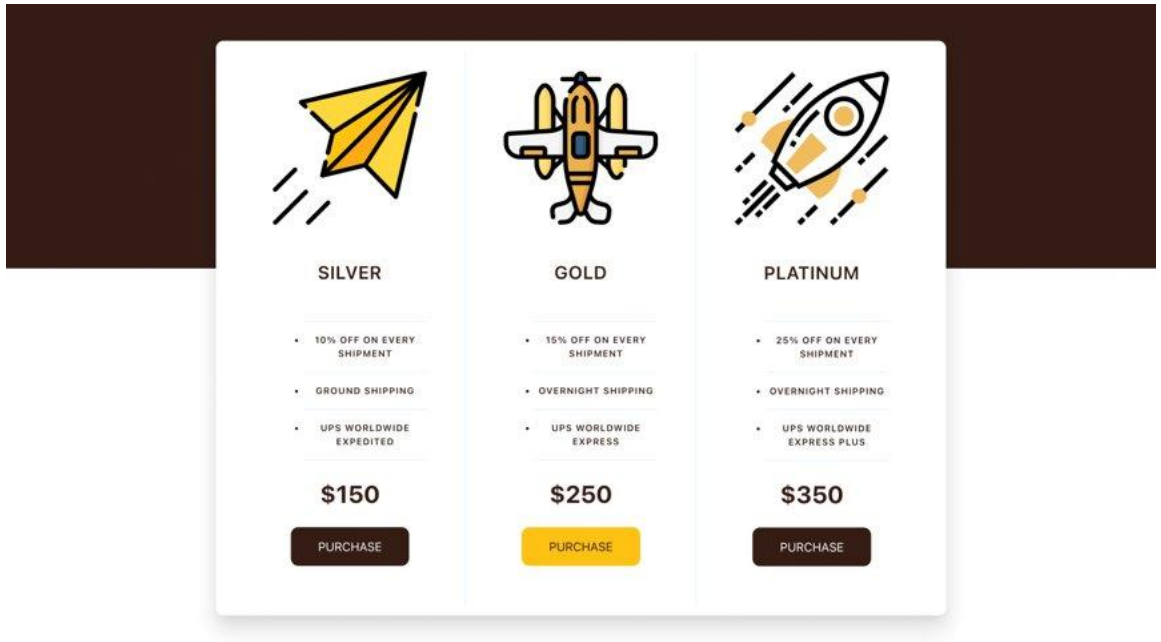




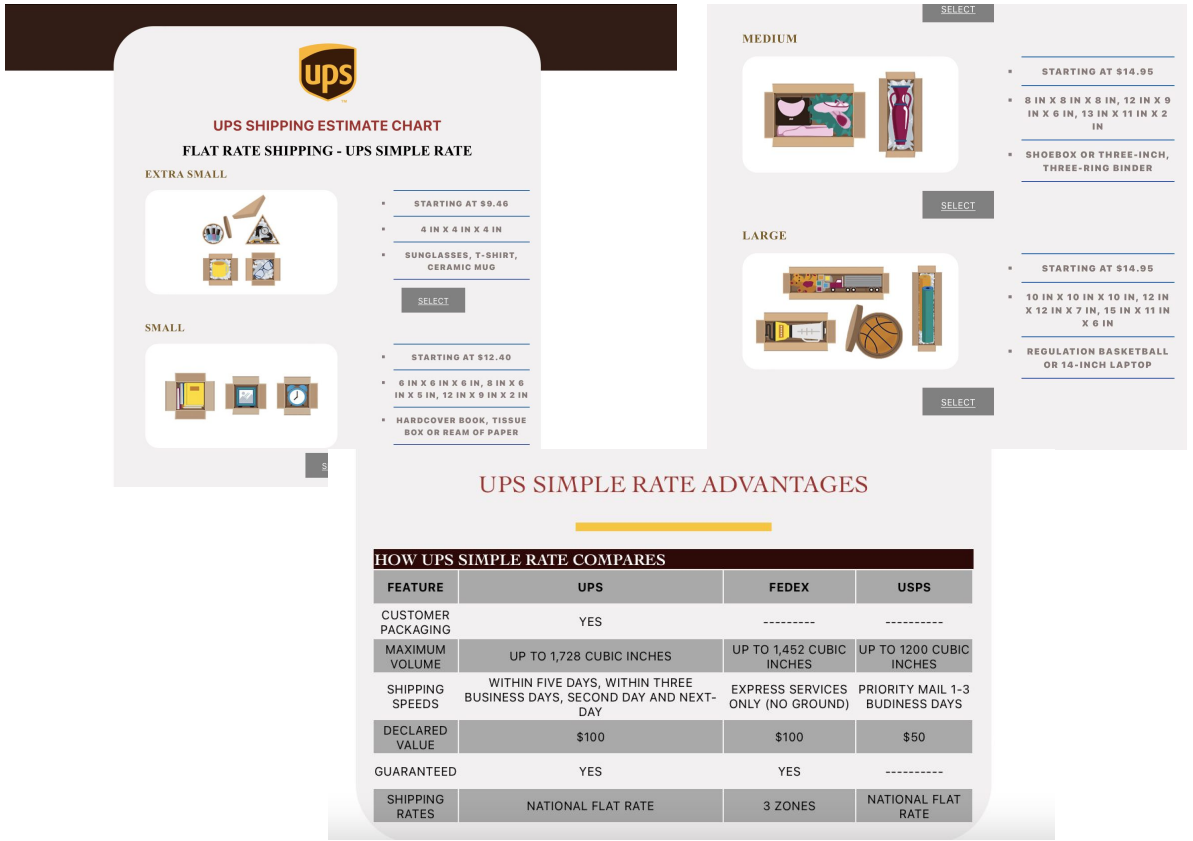
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Demo/Prototype

Quotes/Estimates Page – Web App made with React



Shipping Estimated Rates Page



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Solution

Business

Why a membership model?

- Customers moving up through program gives them better rewards
- Makes customers feel more appreciated because they are getting exclusive rewards
- Each level should reward customers for their loyalty
- Best rewards reserved for best customers

By the numbers:

- 1.8x higher ROI reported by companies offering tiers
- 2.1x more spend on average by customers in higher tiers
- Enhanced customer-brand relationships
- Elevated competitive spirit
- Simplified customer segmentation



Tracking Map Purpose

- Interactive, live map shows customers the amount of stops the truck is from the warehouse
- Customers will always be updated and have insight on their packages
- Implementation will keep customers at ease whilst knowing the when and where
- Can contact the driver with any concerns

Map Functionality

- Real-time map updated by onboard computer, saves time for driver
- Simple UI is easy to use, requires no previous experience
- Possible integration with scanner means that driver has almost no work to do

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Questions?



THANK YOU